



User-Centered **Design**



User-Centered Design Overview

Karel Vredenburg
IBM UCD Architect & Corporate Champion

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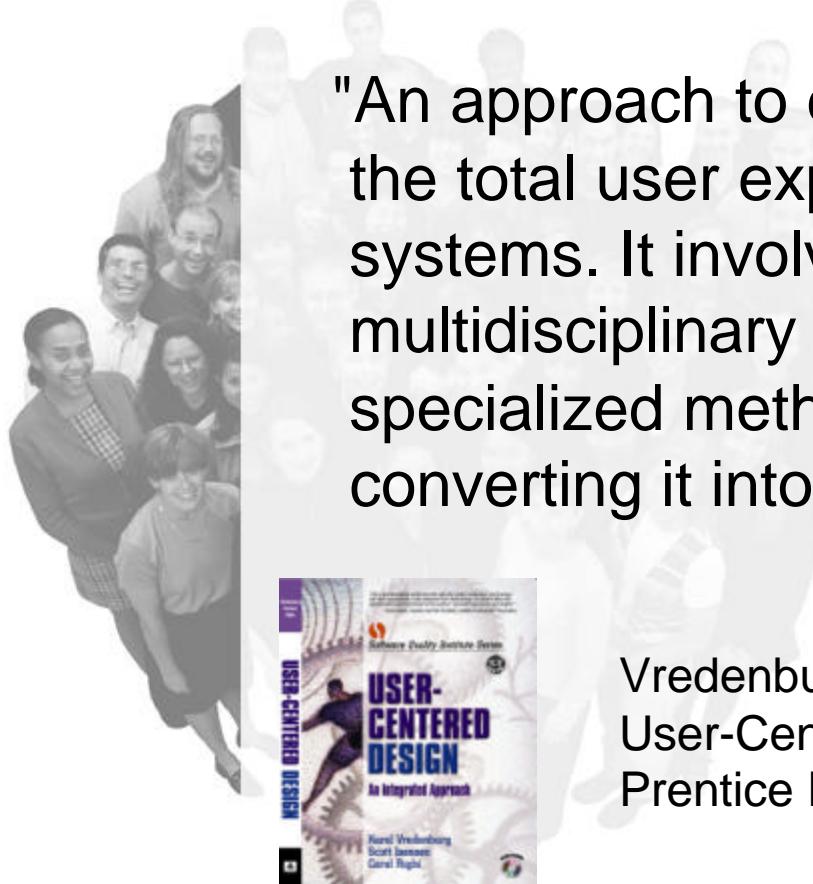
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User-Centered **Design**



What is IBM User-Centered Design?

"An approach to designing ease of use into the total user experience with products and systems. It involves two fundamental elements – multidisciplinary teamwork and a set of specialized methods of acquiring user input and converting it into design."



Vredenburg, K., Isensee, S., and Righi, C. (2001).
User-Centered Design: An Integrated Approach
Prentice Hall. ISBN 0130912956

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Transformation



Traditional Approach

Technology driven
Component focus
Limited multidiscipline cooperation
Focus on internals architecture
No specialization in user experience
Some competitive focus
Development prior to user validation
Product defect view of quality
Limited focus on user measurement
Focus on current customers



UCD Approach

User driven
Solutions focus
Multidisciplinary team work
Focus on externals design
Specialization in user experience
Focus on competition
Develop only user validated designs
User view of quality
Prime focus on use measurement
Focus on current users and customers

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Ease of Use

Total User Experience

through

1 principles
2 processes
3 and tools



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The Total User Experience

Everything the user sees, hears, and touches



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UCD Principles



1. Set Business Goals

Determine the market, users, and competition to target is central

2. Understanding Users

An understanding of the users is the driving force behind all design

3. Design the Total User Experience

Everything a user sees and touches is designed together by a multidisciplinary team

4. Evaluate Designs

User feedback is gathered often and drives product design and development

5. Assess Competitiveness

Competitive design requires a relentless focus on the competition and its customers

6. Manage for Users

User feedback is integral to product plans, priorities, and decision making

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UCD Process



Who do we think will use this product?
Market Definition

What are they looking for?
Task Analysis

What else is out there?
Competitive Evaluation

How's this for starters?
Design and Walkthrough

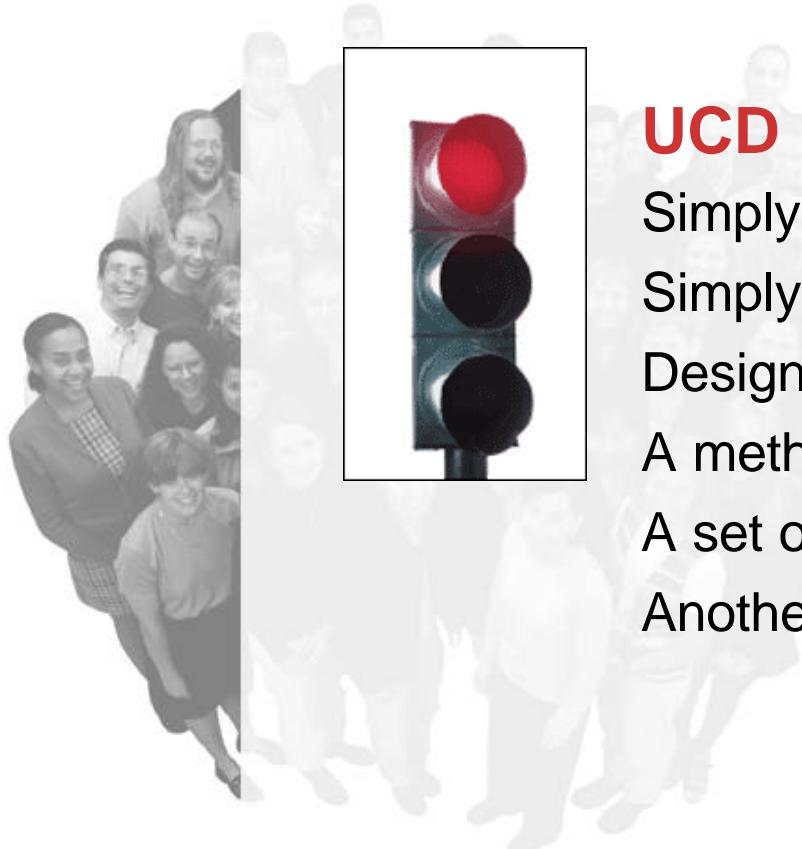
**Does this work?
What would make it better?**
Design Evaluation and Validation

How do we stack up?
Benchmark Assessment

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What UCD Isn't



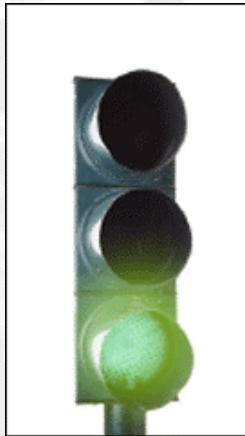
UCD isn't

- Simply conducting usability studies
- Simply talking to users
- Designers taking the user's perspective
- A method just for designing user interfaces
- A set of methods just for gathering user feedback
- Another name for usability

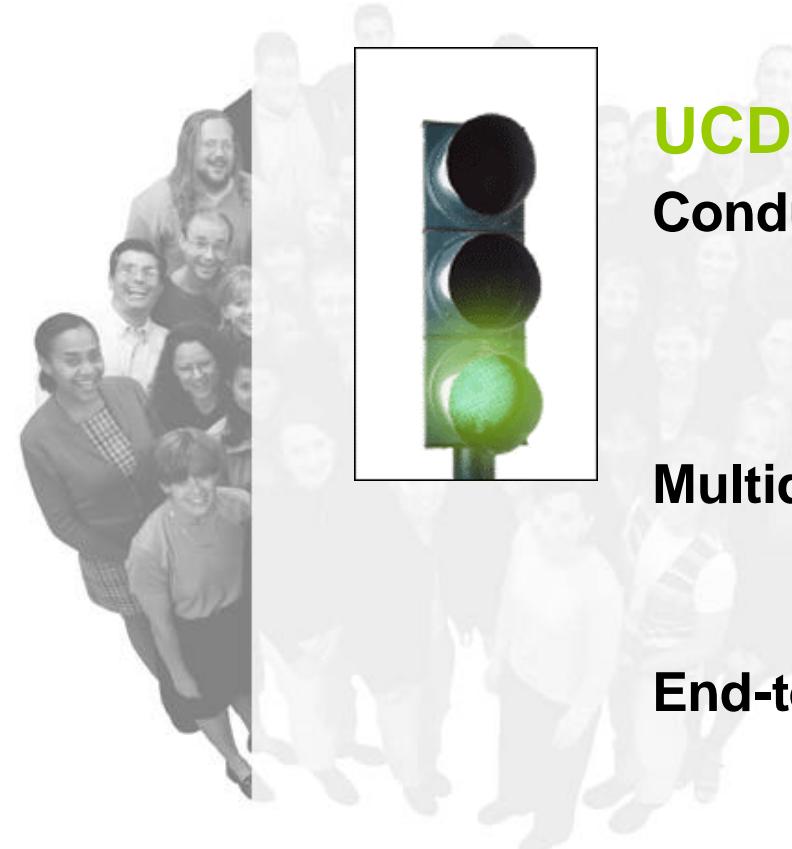
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What UCD Is



UCD is
Conducting studies to
Understand Users
Drive and evaluate design
Assess competitiveness
Multidisciplinary Design
of the total user experience
based on input from representative users
End-to-end iterative design of solutions



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The UCD Team



Total User Experience Leader



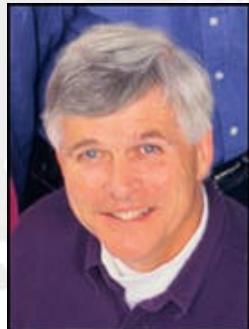
Marketing Specialist



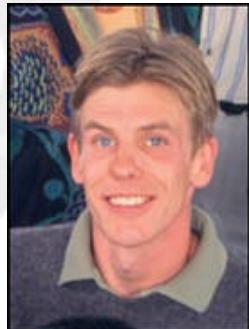
Visual Designer



HCI Designer



User Research Specialist



Technology Architect



Service & Support Specialist

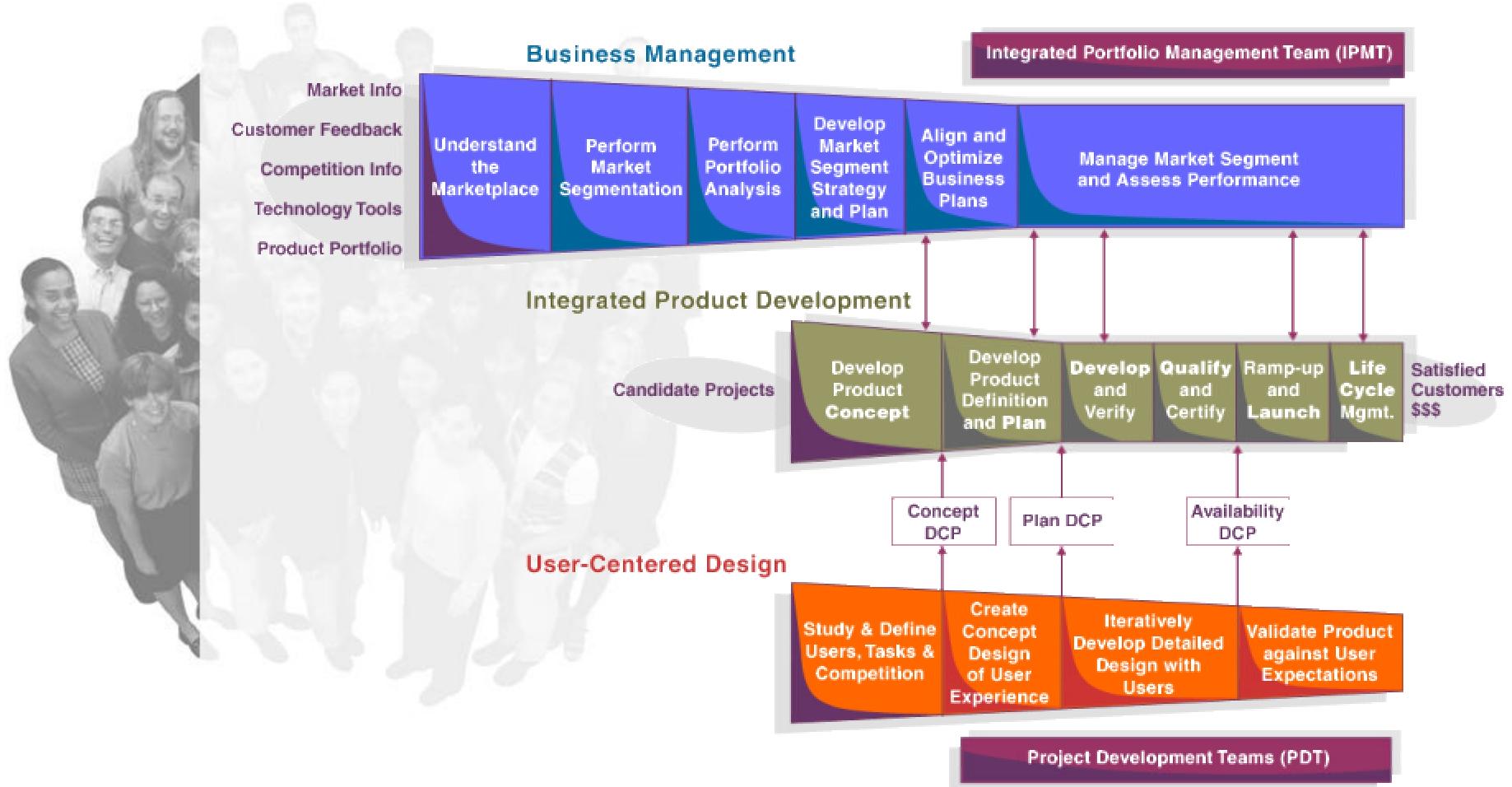


User Assistance Architect

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Integration



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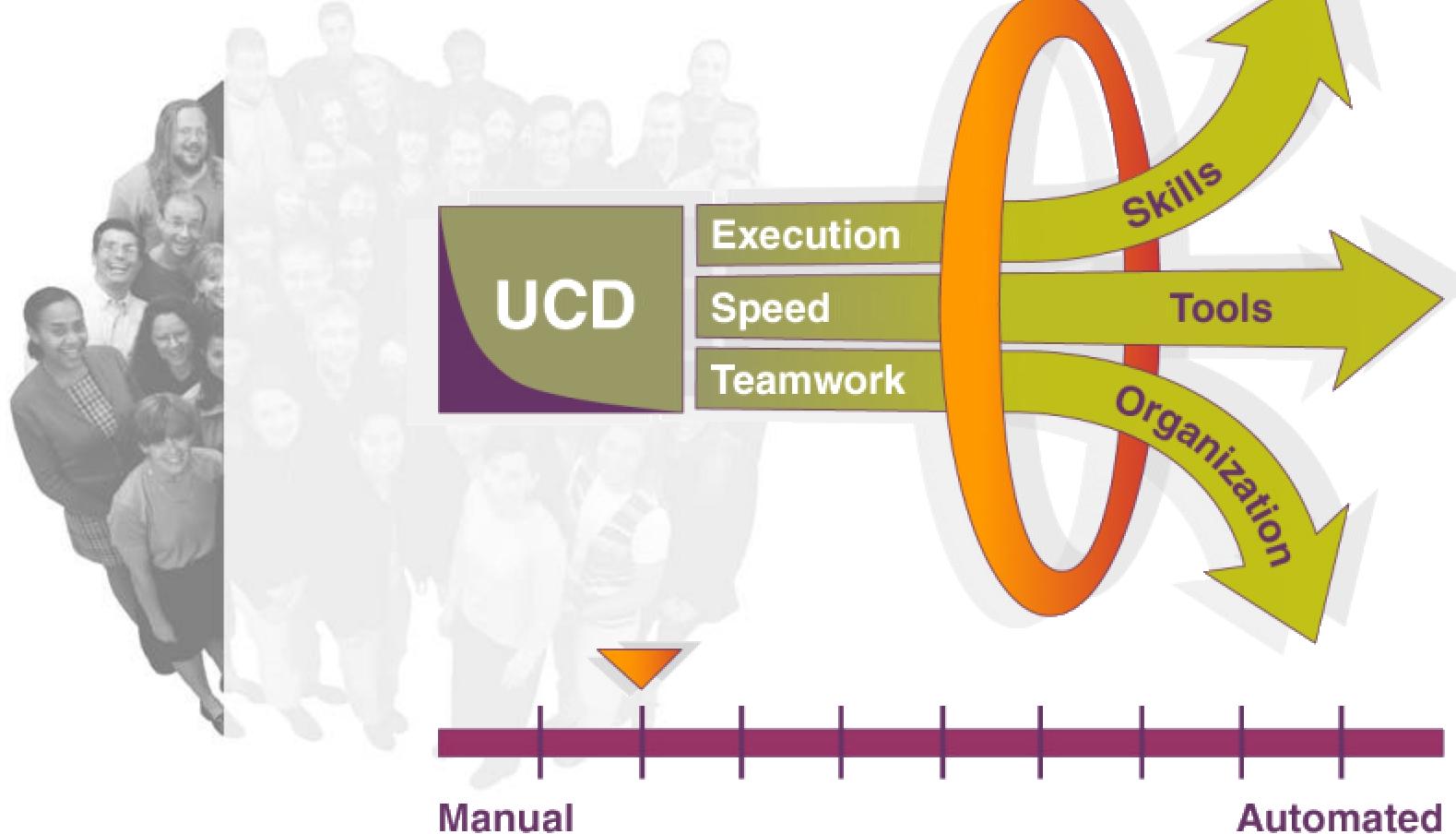
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UCD on UCD



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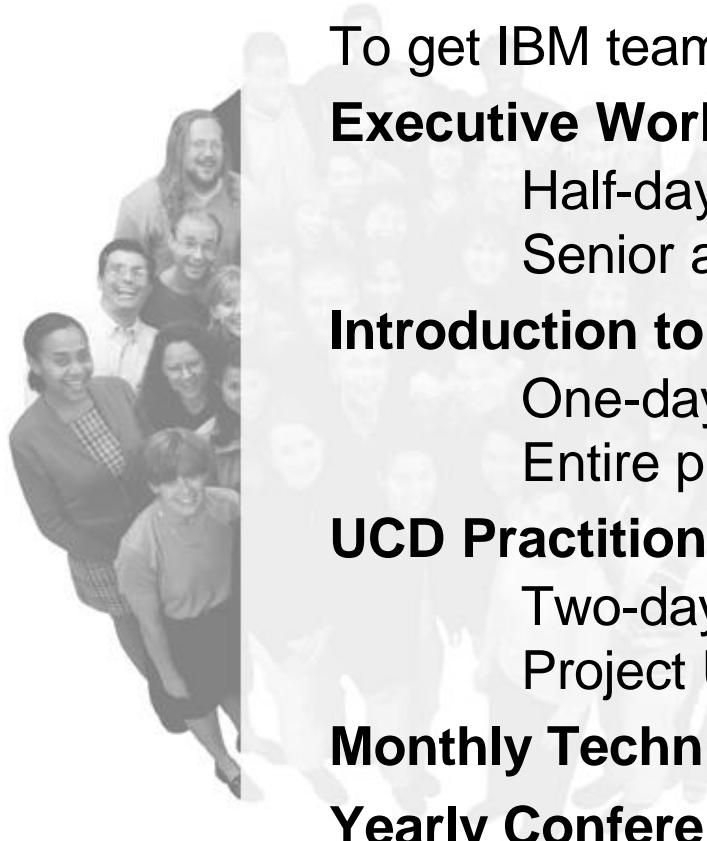


What is UCD

To get IBM teams enabled and optimize for UCD, we run...

Executive Workshops

Half-day case-based session
Senior and middle management



Introduction to UCD Classes

One-day awareness and overview
Entire product team

UCD Practitioner Workshops

Two-day hands-on experience building
Project UCD Team



Monthly Technical Vitality Webcasts

Yearly Conferences

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Tools



UCD Workbench

Practitioner Information and Tools for UCD Teams and Management

Popular Fastpaths

Join the Team Quick Tour Service Request
Monthly Webcast Discussion Forum Practitioner Directory

Get Started
Learn about UCD and how to put it into action

Get UCD Guidance
Get online guidance with carrying out UCD

Recruit Users
Find and select users to participate in your UCD studies

Conduct Web Surveys
Create and publish standardized and custom web surveys

Conduct Remote Studies
Set up and run remote user studies over the internet

Download Tools
Use tools to optimize UCD for your desktop and UCD lab

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Update Metrics
Create and view UCD Metrics information

Contact Us
Tell us what you think about the UCD workbench

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What's New

Experience the new UCD Workbench

Version 4.0 of the Workbench is now available. Read about what's new in this release and take a tour.

View the UCD Webcast

The December UCD Webcast included a corporate update on UCD from Karel Vredenburg. It also featured a demo of the new version of the UCD Workbench. View a streaming audio/video replay of this Webcast.

Participate in the January UCD Webcast

The January UCD Webcast will include an update on the 2002 UCD corporate strategy by Karel Vredenburg. It will also feature work done by the DB2 team on a Quantum Leap in User Experience.

Learn from the 2002 UCD Education Webcasts

The schedule for a new set of UCD Education online Webcasts is available. Register now to reserve a seat at the Webcasts.

Provide us with feedback

The UCD Workbench team works hard to give you this Workbench. Your input can make it even better.

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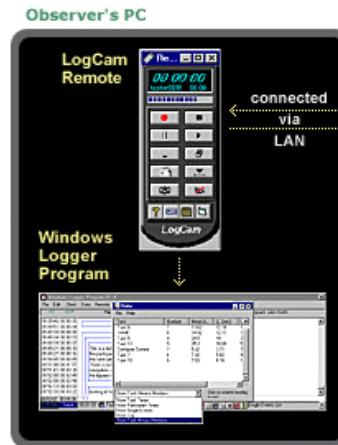
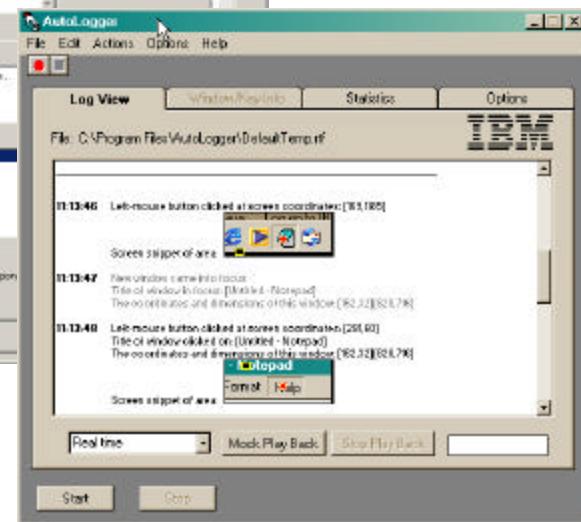
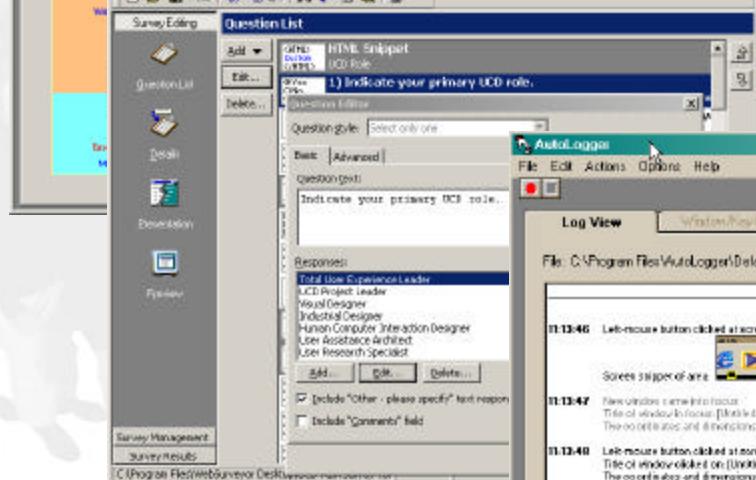
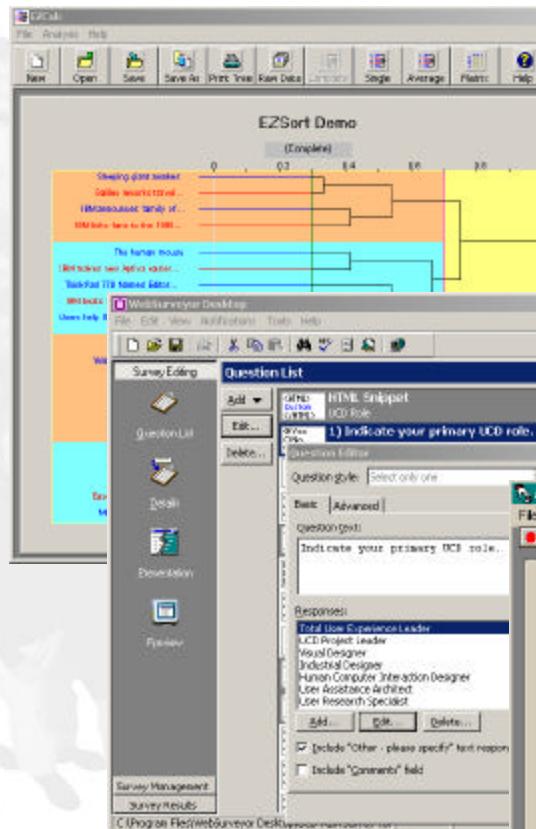
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Tools



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Organization



IBM Ease of Use

**Ease of Use
Champions**
Susan Mills

Design Consultancy
Charles Loving

**UCD Advisory
Council**
Karel Vredenburg

User-Centered Design

Integrated Product Development

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 Content area links
 Breadcrumb trail
 Search results

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- AlphaWorks
- Accessibility Center

IBM's Ease of Use Web Site

Discover new innovations, user-centered design, guidelines, stories, technologies and other resources to help improve the total-user-experience for your products and services. Learn more by reading the [Overview of the Ease of Use Mission](#) or browse the sections below.

Design
Explore the methods, principles and guidelines for creating a positive user experience.

Services
See how IBM's experienced professionals can assist you in reaching your product usability goals and increase customer satisfaction.

Downloads
Try out various applications and UCD tools that will help improve usability.

Stories
Get the latest news about IBM's and featured companies' progress in bringing ease-of-use to you. Subscribe to our monthly [newsletter](#).

Conference
Be part of the ease-of-use community. Our annual Make IT Easy conference showcases papers, exhibits, workshops, tutorials and industry professionals from around the world sharing their ease-of-use experiences.

Highlights

- [November Newsletter](#)
- [Ease of Use Books](#)
- [User Interface Architecture](#)
- [Make IT Easy Conference Quiz](#)
- [OVID: Object, View and Interaction Design](#)
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